

## Map of ISU Pond Student Union Building



# 2012 Scam Jam

Elder Fraud & Financial Abuse Conference  
**THURSDAY, AUGUST 9, 2012**



### Synopsis of "Losses Mount from Scams Targeting Older Americans"

by David Crary, as seen in the Idaho Statesman on March 5, 2012

Scams that target seniors are a growing multibillion-dollar industry, up 111.54% from 2008, encompassing a wide range of tactics by both trusted family members and advisors as well as strangers through marketing and internet schemes. Seniors make excellent victims even in these troubled times because many have tangible assets in the form of homes, pensions and Social Security. In 2009, the National Institute of Justice concluded that 5% of those over age 60 have been victimized by a family member, and 6.5% by a stranger. Current scam scenarios include: 1) The Grandparent Scam where imposters calling from abroad create an emergency and ask to have money sent; 2) The Lottery Scam where scammers say a prize has been won and a payment is necessary to obtain the prize; and 3) The Toilet Paper Scam where often a false government regulation is used to convince the senior to send money for an unnecessary product that never gets sent.

**THURSDAY,  
 AUGUST 9, 2012**

**Idaho State University**  
 Student Union Building  
 Pocatello, ID 83209

**Free!**

**Pre-Registration Opens:  
 JULY 16, 2012**

**Pre-Registration Ends:  
 AUGUST 5, 2012**

**1 (877) 926-8300 or  
 aarp.cvent.com/  
 ID\_ScamJamPocatello**

### KEYNOTE SPEAKER

**BILL DEAL, Director of the Department of Insurance**

Bill was appointed as Director of the Idaho Department of Insurance in 2007, and with 46 years of experience in insurance, he brings a wealth of knowledge and experience to this position. Director Deal is knowledgeable and experienced in civic and governmental affairs. He was elected to the Idaho House of Representatives in 1990 and served eight terms in that position. During his tenure in the House, Director Deal chaired the State Affairs Committee from 2001 to 2007 and co-chaired the Legislative Healthcare Task Force for nine years. Prior to joining the Idaho Department of Insurance, Director Deal served as Chairman of the Board of the Idaho State Insurance Fund and was a member of the Idaho Endowment Fund Investment Board.

### MC

**BRITTANY BORGHI, KIFI Local News 8 Reporter**

Brittany has been reporting in Pocatello for KIFI Local News 8 for the last two years, and has covered everything from the Charlotte Fire to Brooklyn's Playground. A native of western Pennsylvania and a graduate of the University of Maryland, Brittany is now proud to call Old Town her home.

# Morning Sessions

Breakout Session Locations			
Theatre	Wood River	Bengal Cafe	Little Wood

8:00 am - 9:00 am	Registration and Resources in Theater Lobby				
9:00 am - 9:40 am	<b>Opening Ceremonies</b> MC – Brittany Borghi <b>Keynote Address</b> <i>“It’s All in the Details – Don’t be a Victim”</i> Bill Deal, Director of the Department of Insurance <b>Theater</b>				
9:40 am - 10:00 am	<b>Predatory Lending</b> Mark Dahlquist, Executive Director PNHS <b>Theater</b>				
10:00 am – 10:15 am	Break				
10:15 am - 11:00 am	Exhibits Open	Breakout Sessions			
		<b>Top 10 Scams Targeting Seniors:</b> Luke Erickson, Personal Finance Educator, U of I <b>Wood River</b>	<b>Medicare Fraud &amp; Questions</b> Susie Stricker & Krista Robinson, SHIBA <b>Bengal Cafe</b>	<b>Veterans</b> Debbie Harmon, IDVS OVA <b>Little Wood</b>	<b>Scam Smackdown</b> Beve Bryant, BBB Lonny Tutko, AG <b>Theater</b>
11:00 am - 11:15 am	Break				
11:15 am - 12:00 pm	Exhibits Open	Breakout Sessions			
		<b>Top 10 Scams Targeting Seniors:</b> Luke Erickson, Personal Finance Educator, U of I <b>Wood River</b>	<b>Medicare Fraud &amp; Questions</b> Susie Stricker & Krista Robinson, SHIBA <b>Bengal Cafe</b>	<b>Investments</b> Patricia Highley, DOF <b>Little Wood</b>	<b>Foreclosure / Real Estate</b> Shalynn Peirsol, HUD Certified <b>Theater</b>

**BEVE BRYANT**  
 Outreach Coordinator at the BBB, Beve has been working there since 1999 speaking on scams, services of the BBB to the community, and BBB Accredited Businesses. BBB has served over 300,000 consumers every year through our reliability reports, educational opportunities and dispute resolution services.

**PATRICIA HIGHLEY**  
 Supervising Securities Analyst at the Idaho Department of Finance. Patricia oversees issuer registration, broker-dealer and investment adviser firms, agent registration as well as the branch office examination program, and all educational outreach for the Department.

**LUKE ERICKSON**  
 Luke is an Accredited Financial Counselor and has worked at U of I Extension in Rexburg since 2006 and offers financial programs throughout Eastern Idaho. He publishes a blog called Idaho’s Two Cent Tips.

**SUSIE STRICKER**  
 Susie has been a Senior Health Insurance Benefits Advisor for 12 years, and is a SHIBA/SMP Program Coordinator.

# Room Map On the Back

# Afternoon Sessions

12:00 pm – 1:00 pm	Free Lunch with Resource Introduction in the Ballroom				
1:00 pm – 1:45 pm	Exhibits Open	Breakout Sessions			
		<b>Top 10 Scams Targeting Seniors:</b> Luke Erickson, Personal Finance Educator, U of I <b>Wood River</b>	<b>Medicare Fraud &amp; Questions</b> Susie Stricker & Krista Robinson, SHIBA <b>Bengal Cafe</b>	<b>Reverse Mortgages</b> Mary Boyd, PNHS <b>Little Wood</b>	<b>Abuse of Vulnerable Adults</b> Susan Cronquist, Area V Agency on Aging <b>Theater</b>
1:45 pm – 2:00 pm	Break				
2:00 pm – 2:30 pm	Exhibits Open	<b>Identity Theft</b> Angela Jensen, Idaho Legal Aid <b>Theater</b>			
2:30 pm – 3:00 pm		<b>Tips and Tricks</b> Dianne Brush, Pocatello Police Department <b>Theater</b>			
3:00 pm – 3:15 pm		<b>Closing Ceremonies and Drawing for Free Prizes</b> Cheryl Tussey and Beve Bryan <b>Theater</b>			

**LONNY TUTKO**  
 Consumer Specialist with the Idaho Attorney General’s Office since 2005. His duties include mediating consumer complaints, writing and editing educational materials, and giving presentations on issues relevant to Idaho’s consumers.

**KRISTA ROBINSON**  
 Krista has been a Senior Health Insurance Benefits Advisor for 7 years, and is a SHIBA/SMP Program Coordinator.

**ANGELA JENSEN**  
 Angela began working for Idaho Legal Aid Services, Inc. in Pocatello in 1992. As the managing attorney with ILAS, she handles cases involving poverty law, consumer law, elder law, health and housing issues.

**DEBBIE HARMON**  
 Debbie has been with the Idaho Division of Veteran’s Services, Office of Veteran’s Advocacy for 8 years. A retired Air Force veteran, she was awarded both Idaho Woman and Department of Idaho VFW Veteran of the Year for 2009.

**SHALYNN PEIRSOL**  
 With an MPA from ISU, Shalynn has worked in case management programs with an emphasis on Financial Literacy Programs throughout her career. She developed Homebuyer Education, Post-Purchase education, Credit Counseling, and Youth Financial Education within the Pocatello community.

**SUSAN CRONQUIST**  
 A graduate of ISU, Susan has been with Area V Agency on Aging since 1996 and has been the Adult Protection Supervisor since 1998.

**MARY BOYD**  
 Mary has worked for Pocatello Neighborhood Housing Services for four years as a Loan Officer. She has also been a HUD Certified Reverse Mortgage Counselor for the last two years and has worked in the Mortgage Industry for over 30 years.

**MARK DAHLQUIST**  
 Mark has been the Executive Director for Pocatello Neighborhood Housing Services since 2007. Prior to this, he worked in various capacities at Farmers Insurance for 17 years.

**DIANNE BRUSH**  
 Dianne, Community Services Specialist for the Pocatello Police Department, is responsible for Community Education, Neighborhood Watch and is the Volunteer Coordinator.